SHARP

AQUOS®

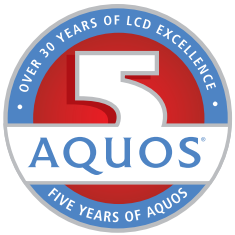
THERE'S MORE TO SEE

SHARP

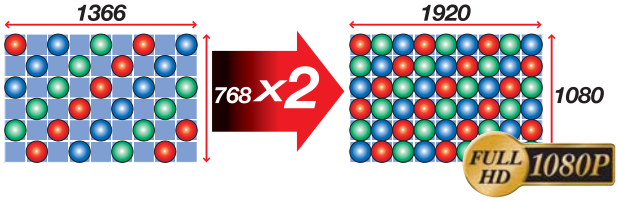
Enlighten your viewing experience…

Imagine… television images more lifelike than any you've ever seen before. Even the most rapid-action shots are crystal clear. Your screen is flooded in vibrant colour—whiter whites, blacker blacks, and deeper, more vivid reds than previously possible—from virtually any viewing perspective. Add sleek styling and function and the widest selection of screen sizes, and you've just imagined the newest AQUOS® televisions from Sharp, the first name in Liquid Crystal Television.

…AQUOS. There's always more to see.

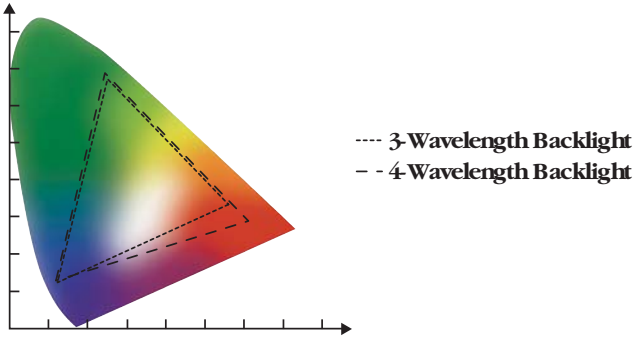


Technology Features



Full High-Definition Resolution.

Full high-definition (1080p) sets have over 6.2 million pixels to produce the most detailed images possible. With double the resolution of a standard 720p high-definition television, it's the only technology that can unlock the full HD potential of the next generation of DVD players, such as Blu-Ray and HD-DVD, and video game consoles. It's as close to real life as a TV picture can possibly get.



Four-Wavelength Backlight System.

The conventional three-wavelength red, green and blue LCD backlight just got better. Sharp has vastly improved natural colour reproduction with the development of its four-wavelength backlight system, adding a remarkably vivid crimson red to the palette—and changing the way LCD TV is viewed.

As the global Liquid Crystal Television leader, Sharp continually raises the bar for high-performance technology. From initial design to final product, Sharp supports its advanced technology with a commitment to quality that is second to none.

Next-Generation Advanced Super View (ASV) LCD Panel with Low-Reflection Coating.

Sharp's new proprietary ASV high performance TFT-LCD panels are everything your eyes have been waiting for. ASV produces outstanding picture quality with a high contrast ratio and bright image reproduction even in strong lighting conditions. The Black TFT low-reflection coating absorbs 98.5% of ambient light, greatly reducing any mirror-like effects in the panel, such as fluorescent lighting or direct sunlight. Plus, ASV offers up 176° ultra-wide viewing horizontal and vertical viewing angles that allow you to enjoy the same great picture from almost any angle in your room.

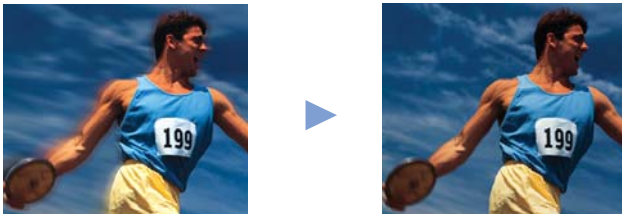
Without Multi-Pixel Technology

With Multi-Pixel Technology

Multi-Pixel Technology.

By dividing each pixel into two sections and developing an advanced driving system, Sharp's new Multi-Pixel Technology delivers more natural and accurate colour reproduction when viewing the screen from virtually any angle. This technology improves extreme-angle viewing by approximately 60 percent.

Technology Features



Conventional LCD

Advanced Super View with Quick Shoot

Natural and clear images even during rapid-motion scenes.

The Quick Shoot feature improves the LCD response time of fast moving scenes resulting in clear, natural image reproduction. With Quick Shoot technology, response times on AQUOS models are as low as 4ms.

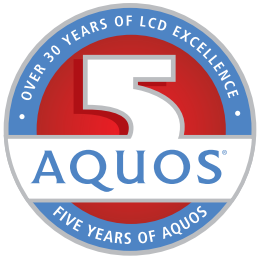
Image does not achieve full blackness so the picture appears dim.

AQUOS
Crisp and clear, dynamic and vivid

Active Contrast technology delivers high-contrast images.

The Advanced Super View/Black TFT LCD panels of the AQUOS excel at delivering dynamic contrast ratios as high as 10,000:1 (true contrast ratios of 2000:1) and produce whiter whites and blacker blacks than ever before.

HIGH-DEFINITION MULTIMEDIA INTERFACE



High-Definition Multimedia Interface for a variety of digital media.

All AQUOS widescreen models utilize High-Definition Multimedia Interface (HDMI), the new interface standard for digital audio and video. HDMI provides an easy, single-cable connection to digitally transmit both audio and video signals for high resolution images and sound, as well as suppressed signal noise.

LCD Expertise.

With over 30 years of LCD research and development, Sharp is committed to the advancement of LCD technology. In 2001, Sharp unveiled AQUOS, Canada's first LCD flat panel television, a television that combined ground-breaking and space-saving design with superior picture quality and low power consumption. As the leader in LCD television, Sharp has continually led the industry with technological innovations and improvements to push boundaries and heighten the experience of the television viewer.

Sharp's new state-of-the-art factory in Kameyama, Japan

Think GREEN™

SHARP

The most advanced facility for the integrated manufacture of LCD TVs.

The Sharp Liquid Crystal Television plant in Kameyama, Japan, represents the ultimate example of economic efficiency, social mindedness and environmental conservation. Combining Sharp's vast experience and knowledge in R&D and mass production, including 50 years of TV and 30 years of LCD production, the Sharp Kameyama plant is a world-class facility for the manufacture and assembly of LCD panels.

Continuing its leadership, Sharp will open a second plant at Kameyama in October 2006. This will be the world's first facility to adopt 8th generation glass substrates, which are roughly twice as large as the substrates used in the number one plant. Plant number two is specially designed for the production of glass for LC-TV screen sizes in the 40-inch through 50-inch range and will provide a steady supply of medium to large panels to respond to the growing worldwide demand for digital and high definition compatible flat panel televisions.

The most advanced technology to minimize environmental impact.

The Kameyama plant was designed as a "Super Green Factory." A cogeneration system and a photovoltaic power generation system supply the plant with approximately one-third of its energy needs. Combined with a waste-heat recovery system that transforms waste heat into air conditioning, Sharp reduces CO_2 emissions by 40 percent per year. In addition, the plant collects all the wastewater from the production process and recycles it using water purification technology. Via its Super Green Strategy, by the year 2010, Sharp plans to completely offset its production of greenhouse gas emissions by way of energy savings from new energy-efficient products and energy creation through the proliferation of Sharp solar cells.

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The D62 Series

Black is back. And better than ever.

In a world where colour trends come and go, Sharp is excited to introduce its new contemporary classic—the D62U Series. With screen sizes of 42", 46" and 52-inches, the D62U Series offers the most elegant, cutting-edge flat panel televisions available. This series sets new standards in HDTV style and innovation, with a striking piano black finish, subtly recessed speakers, brilliant colour reproduction and spectacular picture quality. In addition to providing a high contrast ratio, the newest AQUOS® series includes a next-generation Advanced Super View LCD panel that delivers 1080p full spec HD (1920 x 1080) resolution for the sharpest possible picture. Plus, its Multi-Pixel Technology* significantly improves colour reproduction at virtually every viewing angle. The dual HDMI™ inputs are compatible with all current and future 1080p sources such as Blu-ray™ players. All of this means that, through the AQUOS, there is always more to see.

- 1920 x 1080 pixels (1080p)
- ASV/Black TFT LCD panel
- HDTV (1080p) tuner
- 10000:1 dynamic contrast ratio with enhanced picture contrast technology. (6000:1 on 42")
- True contrast ratio of 2000:1 (1200:1 on 42")
- 176° viewing angles
- 60,000-hour lamp life
- 4-wavelength backlight*
- Multi-Pixel Technology
- Quick Shoot response time of 4ms with Fine Motion Mode on*
- Dual 1080p capable HDMI™ inputs
- Bottom-mounted, recessed speakers
- High gloss black cabinet

*LC46D62U and LC52D62U only

FULL HD 1080P

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LC37D90U and LC32D50U

Leading the high-definition revolution

With their enhanced picture quality and attractive, titanium finish cabinetry, the LC37D90U and LC32D50U additions to the AQUOS® family meet the requirements of the most discriminating viewer. The LC37D90U provides the true 16:9 full spec (1080p) HDTV viewing that can turn your living room, family room, or den into a high-performance media room. Featuring Sharp's advanced picture technology, this television delivers 1.5 times the contrast ratio of previous models, plus significantly faster response time, for seamless display of rapidly moving images. The Four-Wavelength Backlight System on the LC37D90U ensures brilliant colours flood the screen edge-to-edge, and the ultra-wide 176° horizontal and vertical viewing angles provide rich, natural hues from anywhere in the room.

- True 16:9 full spec (1080p) HD panel with 6.2 million pixels (1920 x 1080 pixels) on LC37D90U and true 16:9 (720p) panel (1366 x 768 pixels on LC32D50U).
- True contrast ratio of 1200:1.
- ASV/Black TFT panel.
- Quick Shoot response time of 6ms.
- HDTV tuner.
- Dual HDMI, and DVI-I for PC compatibility.
- RS232C for custom installs.
- 10 + 10W Audio Output.
- IEEE 1394 iLINK input for digital video cameras, D-VHS and future set-top digital boxes.
- Bottom-mounted speaker, detachable on LC37D90U.
- Titanium cabinet.

FULL HD 1080P

LC37D90U

LC32D50U

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The D40 Series

Setting the standard in flat panel technology

Style and versatility are the hallmarks of the D40 Series. With screen sizes from 26-inches to 37-inches, this series offers an elegant HDTV choice for your living room, family room or den. Each model is a contemporary classic with a striking piano black cabinet, true 16:9 aspect ratio (1366 x 768 pixels) and a 1200:1 true contrast ratio for breathtaking picture quality. The Advanced Super View/Black TFT Panel features ultra-wide 176° horizontal and vertical viewing angles and Quick Shoot video circuitry delivers a response time of just 6ms. As a result, you can enjoy your favorite DTV and analogue TV channels in stunning detail. Plus, two HDMI inputs allow you to connect to current and future high definition sources, such as set-top boxes and gaming systems.

- True 16:9 aspect ratio (1366 x 768).
- ASV/Black TFT panel.
- True contrast ratio of 1200:1.
- 176° x 176° viewing angles.
- Quick Shoot response time of 6ms.
- HDTV tuner.
- 10 + 10W Audio Output.
- Dual HDMI.
- Bottom-mounted speaker.
- Piano Black cabinet.

LC37D40U

LC32D40U

LC26D40U

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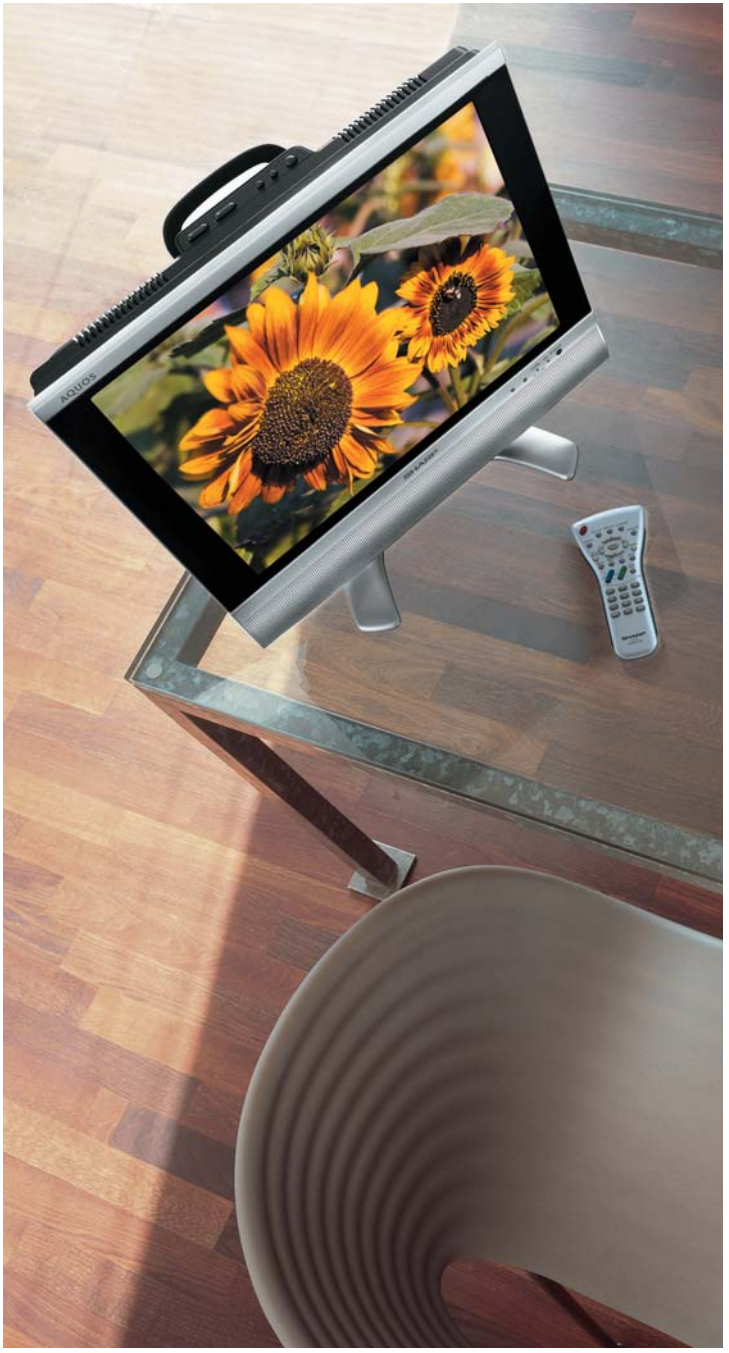
The LC32D41U

Small space. Big vision.

The LC32D41U enhances any room and delivers the breathtaking picture for which Sharp is famous. The next generation of Advanced Super View/Black TFT Panel with Multi-Pixel Technology is packed into this powerful HDTV model, providing an awesome viewing experience.

- 16:9 aspect ratio (1366 x 768 pixels)
- ASV/Black TFT LCD panel
- Multi-Pixel Technology
- True contrast ratio of 1200:1
- 176° viewing angles
- 60,000-hour lamp life
- 6ms response time
- DVI-I input for PC compatibility
- Dual HDMI™ inputs
- Bottom-mounted speakers
- Piano black cabinet

LC32D41U



The S5 Series

Compact design that brings entertainment to more places

A distinctively narrow footprint and bottom-mounted speaker make the LC15S5U and the LC20S5U perfect for small places. The ASV/Black TFT panel and 500:1 contrast ratio prove that you don't need a big screen for outstanding picture quality. Both S5 models are compatible with progressive scan DVD players. Flexible viewing options and compact size make the S5 Series an ideal entertainment choice for the kitchen, bathroom, office or any smaller space.

- EDTV Monitor.
- ASV/Black TFT panel.
- True contrast ratio of 500:1
- HD signal compatible with down conversion to 480p on LC20S5U.
- Silver cabinet with black sides.

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Specifications

Model Number		LC52D62U	LC46D62U	LC42D62U	LC37D90U	LC32D50U
Screen Size*1		52"	46"	42"	37"	32"
Aspect Ratio		16:9	16:9	16:9	16:9	16:9
DTV Capability		HDTV	HDTV	HDTV	HDTV	HDTV
LCD Panel		ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT
Number of Pixels (dots)		1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080	1366 x 768
Digital Cable Ready with CableCARD™ Slot		—	—	—	—	—
Luminance (cd/m²)		450	450	450	450	450
Dynamic Contrast Ratio*4		10000:1	10000:1	6000:1	—	—
True Contrast Ratio		2000:1	2000:1	1200:1	1200:1	1200:1
Viewing Angles (H x V)		176° x 176°	176° x 176°	176° x 176°	176° x 176°	176° x 176°
Lamp Life*2 (Hours)		60,000	60,000	60,000	60,000	60,000
Backlight		4-Wavelength	4-Wavelength	3-Wavelength	4-Wavelength	3-Wavelength
Tuner Type		ATSC/QAM/NTSC	ATSC/QAM/NTSC	ATSC/QAM/NTSC	NTSC/ATSC/QAM	NTSC/ATSC/QAM
Multi-Pixel Technology		X	X	—	X	X
Quick Shoot Response Time		4ms*3	4ms*3	6ms	6ms	6ms
Audio Output		15W + 15W	15W + 15W	10W + 10W	10W + 10W	10W + 10W
Speakers Location/Type		Bottom/Fixed	Bottom/Fixed	Bottom/Fixed	Bottom/Detachable	Bottom/Fixed
OPC (Optical Picture Control)		X	X	X	X	X
TV Guide On Screen®		—	—	—	—	—
Terminals						
	HDMI™ In	2 (1080p compatible)	2 (1080p compatible)	2 (1080p compatible)	2 (1080p compatible)	2
	DVI-I with Audio In	—	—	—	1	1
	HD Component In	2	2	2	1	1
	S-Video In	1	1	1	1	1
	Composite Video In	3	3	3	2	2
	Audio L/R In 4	4	4	3	3	
	RF	1 (analog/digital)	1 (analog/digital)	1 (analog/digital)	2 (air/cable)	2 (air/cable)
	RS-232C	—	—	—	1	1
	IEEE 1394	—	—	—	2 (DTVLink™)	2 (DTVLink)
	Digital Audio Out	1	1	1	1 (optical)	1 (optical)
	Composite Out	—	—	—	—	—
	S-Video Out —	—	—	—	—	
	Analog Audio Out	1	1	1	1	1
Power Source AC Input		110–240V	110–240V	120V	120V	120V
Power Consumption		302W	270W	TBD	230W	178W
Cabinet Color		Black	Black	Black	Titanium	Titanium
Dimensions	with stand/with speakers	1263 x 869 x 309	1127 x 790 x 309	1031 x 733 x 292	930 x 729 x 306	814 x 651 x 305
(W x H x D)	with stand/without speakers	—	—	—	930 x 729 x 306	—
(mm)	without stand/with speakers	1263 x 807 x 125	1127 x 728 x 124	1031 x 675 x 134	930 x 664 x 122	814 x 591 x 124
	without stand/without speakers	—	—	—	930 x 585 x 122	—
Net Weight	with stand/with speakers	40.5	35	33.3	28.5	20.5
(kg)	with stand/without speakers	—	—	—	25	—
	without stand/with speakers	37.5	32	30	23	18
	without stand/without speakers	—	—	—	19.5	—

*1 Actual screen sizes measured diagonally: 65" (64-17/32"), 57" (56.5"), 52" (52-1/32"), 46" (46"), 42"(42-1/64"), 37" (37-1/64"), 32" (31-1/2"), 26" (25-33/64"), 20"(19-11/16"), 20" 16:9 (20-3/64"), 20" 4:3 (19-35/64"), 15" (14-57/64"), 13" (12 59/64")

*2 Typical time for power output decrease of about one half, assuming continuous use with brightness or dimming in standard mode and with a room temperature of 77°F.

*3 With Fine Motion Mode on

*4 With Enhanced Picture Contrast Technology

Screen images in this brochure are simulated.

Design and specifications subject to change without notice E.&O.E.

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Specifications

Model Number		LC37D40U	LC32D40U	LC26D40U	LC32D41U	LC20S5U	LC15S5U
Screen Size*1		37"	32"	26"	32"	20"	15"
Aspect Ratio		16:9	16:9	16:9	16:9	4:3	4:3
DTV Capability		HDTV	HDTV	HDTV	HDTV	EDTV Monitor	EDTV Monitor
LCD Panel		ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT	ASV/Black TFT
Number of Pixels (dots)		1366 x 768	1366 x 768	1366 x 768	1366 x 768	640 x 480	640 x 480
Digital Cable Ready with CableCARD™ Slot		—	—	—	—	—	—
Luminance (cd/m²)		450	450	450	450	450	430
Dynamic Contrast Ratio*4		—	—	—	—	—	—
True Contrast Ratio		1200:1	1200:1	1200:1	1200:1	500:1	500:1
Viewing Angles (H x V)		176° x 176°	176° x 176°	176° x 176°	176° x 176°	170° x 170°	170° x 170°
Lamp Life*2 (Hours)		60,000	60,000	60,000	60,000	60,000	60,000
Backlight		3-Wavelength	3-Wavelength	3-Wavelength	3-Wavelength	—	—
Tuner Type		ATSC/QAM/NTSC	ATSC/QAM/NTSC	ATSC/QAM/NTSC	ATSC/QAM/NTSC	NTSC/PAL-M/PAL-N	NTSC/PAL-M/PAL-N
Multi-Pixel Technology		X	—	—	X	—	—
Quick Shoot Response Time		6ms	6ms	6ms	6ms	—	—
Audio Output		10W + 10W	10W + 10W	10W + 10W	10W + 10W	2.1W + 2.1W	2.1W + 2.1W
Speakers Location/Type		Bottom/Fixed	Bottom/Fixed	Bottom/Fixed	Bottom/Fixed	Bottom/Fixed	Bottom/Fixed
OPC (Optical Picture Control)		X	—	—	X	X	X
TV Guide On Screen		—	—	—	—	—	—
Terminals							
HDMI™ In		2	2	2	2	—	—
DVI-I with Audio In		—	—	—	1	—	—
HD Component In		2	2	2	2	1	1
S-Video In		1	1	1	1	1	1
Composite Video In		3	3	3	3	2	2
Audio L/R In		4	4	4	4	3	3
RF		1 (analog/digital)	1 (analog/digital)	1 (analog/digital)	1 (analog/digital)	1 (analog)	
RS-232C		—	—	—	—	—	—
IEEE 1394		—	—	—	—	—	—
Digital Audio Out		1 (optical)	1 (optical)	1 (optical)	1 (optical)	1 (optical)	—
Composite Out		—	—	—	—	—	1
S-Video Out		—	—	—	—	—	—
Analog Audio Out		1	1	1	1	1	1
Power Source AC Input		120V	120V	120V	120V	110–240V	110–240V
Power Consumption		270W	186W	164W	145W	170W	72W
Cabinet Color		Black	Black	Black	Black	Silver with Black Sides	Silver with Black Sides
Dimensions	with stand/with speakers	946 x 725 x 305	821 x 651 x 273	683 x 553 x 273	821 x 649 x 27	483 x 476 x 242	371 x 385 x 190
(W x H x D)	with stand/without speakers	—	—	—	—	—	—
(mm)	without stand/with speakers	946 x 666 x 118	821 x 591 x 117	683 x 499 x 115	821 x 592 x 118	483 x 433 x 101	371 x 345 x 105
	without stand/without speakers	—	—	—	—	—	—
Net Weight (kg)	with stand/with speakers	24.4	19.5	16	19.5	7.2	4.3
	with stand/without speakers	—	—	—	—	—	—
	without stand/with speakers	22	17	13.5	17	6.3	3.6
	without stand/without speakers	—	—	—	—		—

*1 Actual screen sizes measured diagonally: 65" (64-17/32"), 57" (56.5"), 52" (52-1/32"), 46" (46"), 42"(42-1/64"), 37" (37-1/64"), 32" (31-1/2"), 26" (25-33/64"), 20"(19-11/16"), 20" 16:9 (20-3/64"), 20" 4:3 (19-35/64"), 15" (14-57/64"), 13" (12 59/64")

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*3 With Fine Motion Mode on

*4 With Enhanced Picture Contrast Technology

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OVER 30 YEARS OF LCD EXCELLENCE
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